

Month	July	August	September	October	November	December	January	February	March	April	May	June
Week	30 7 14 21	28 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22	29 5 12 19	26 2 9 16	23 2 9 16 23	30 6 13	20 27 4 11 18 25	5 1 8 15 2
					CO-OP	PROGRAMS						
AARP- TRAVEL CATALOGUE & ONLINE												
AARP- TRAVEL CATALOGUE & ONLINE WITH EXPEDIA.COM							January/F Winter 200					
							Delivere	11/18				
ARCHITECTURAL DIGEST			September	October	November	December						
Circ: 800,000			Partner Program	Partner Program	Partner Program	Partner Program						
Issuance: 12x Median Age: 51			Insert	Insert	Spreadvertorial	Spreadvertorial						
Median HHI: \$146,678												
AUDUBON							Jan/F	eb		ch/April		
Circ: 400,000							TBI 4P Gale			TBD lus Bookmark		
Issuance: 6x Median Age: 54												
Median HHI: \$67,040												
	I/O RSL	I/O RSL	I/O RSL	I/O RSL	I/O RSL	VO RSL	VO R 3 Pages of Ar			RSL Themed Travel Section	VO RSL	I/O RSL
							Web Banner		1/3 Bonu	s Advertorial ner 120x400	Web Banner 120x400	Veb Banner 120x
							Web ballie	120,400	AZ Labeled Aut	lubon (Front Cover)	Web barrier 120,400	VED Daliner 120X
									Field Guide i	uniment Piece		
										1		
BON APPETIT Circ: 1,367,867					November Thanksgiving	December Holiday Issue					May Travel Issue	
					FP4C, 1:1 advertorial	FP4C 1:1 advertorial					FP4C FP4C, 1:1 advertorial	
Podcast Online					Based on Availability							
					:10 or :15 - Based on Availability							
				In-book RSL/BRC	728x90, 300x250 ROS	728x90, 300x250 ROS					728x90, 300x250 ROS In-book RSL/BRC	
				Open Travel Blanca Liefer	ng w/copy, URL, downloadable brochure.	vádos Slo					Online Travel Planner - Listing w/copy, URL,	
				Offine Haver Planner - Listi	ng wicopy, orc., downloadable brochide	video ille					downloadable brochure, video file	o
Issuance: 12x Median Age: 50.5												
Median HHI: \$81,278 BUDGET TRAVEL				October					March		May	
Circ: 725,000				Extra Mile Awards FP4CBL					FP4CBL		Girlfriend Getaways FP4CBL, Polybagged	
Issuance: 10x Median Age: 48												
Median HHI: \$88,424												
				I/O RSL					I/O RSL		I/O RSL	
CACTUS LEAGUE INSERT Circ: 1,000,000							January 25th Spring Training					
							Spring Training FP4CBL					
Issuance: 1x Median Age: 48												
Median HHI: \$100,000+												



Month	luby	August	Santambar	October	November	December	January	February	March	April	May	June
Week	30 7 14 21	August 28 4 11 18 25	1 8 15 22		27 3 10 17 24		2 29 5 12 19		23 2 9 16 23	30 6 13 20	27 4 11 18 25	
Doline			September		November National Geographic Tr Travid + Leisure Wall Street Journal Sat NYC, Chicago & Western Region UK Marketing Program	December aveler						
CONDE NAST PARTNER PROGRAM			September Architectural Digest- 4 pg Unit	October Architectural Digest- 4 pg Unit	November Architectural Digest- Sprea	December odvertorial	January CNT- Spreadvertorial					
			Conde Nast Traveler- 4 pg Unit Gourmet- 4 pg Unit	Conde Nast Traveler- 4 pg Unit Gourmel- 4 pg Unit	Gourmet-Spreadvert Conde Nast Traveler-Spreadvertorial	orial						
9/1/08 through 8/1/09	G- VO RSL	G- I/O RSL	G- I/O RSL AD- I/O RSL CNT- I/O RSL	G- I/O RSL AD- I/O RSL CNT- I/O RSL	G- I/O RSL AD- I/O RSL CNT- I/O RSL	CNT- I/O RSL	G- I/O RSL CNT- I/O RSL	G- I/O RSL CNT- I/O RSL	G- I/O RSL CNT- I/O RSL	G- I/O RSL CNT- I/O RSL	G- I/O RSL CNT- I/O RSL	G- VO RSL
					Database Names T Arch Digest Gallery Event Discover Arizona Sweepst	(2) TBD						
CONDE NAST TRAVELER			September	October	November	December						
Circ: 819,683 Issuance: 12x Median Age: 50.5			Partner Program Insert	Partner Program Insert	Partner Program Spreadvertorial	Partner Program Spreadvertorial						
Median HHI: \$91,764												
DEPARTURES Circ: 1,090,379				October			Januar	ry/February		I.	May/June	
Issuance: 7x Median Age: 50 Median HHI: \$296,425				Scottsdale AMEX Power Buy FP4C				Publishing Power Buy FP4C			Scottsdale AMEX Publish FP4C	ning Power Buy
FOOD & WINE Circ: 950,197								February	March			
Issuance: 12x Median Age: 45.8 Median HHI: \$74,930								Scottsdale AMEX FP4C + 1/4P advertorial	Publishing Power Buy FP4C + 1/4P advertorial			
					North				Mark			
GOLF DIGEST Circ: 1,600,000 (full)					November Scottsdale Guide		January AZ Guide		March Golf West Travel			
300,000 (top income)					FP4CBL+FP ADVERTORIAL		FP4CBL+FP ADVERTORIAL		FP4CBL+FP ADVERTORIAL			
Issuance: 12x Median Age: 52.3 Median HHI: \$130,806												
GOURMET Circ: 950,000 Issuance: 12x			September All-City Issue Partner Pi VISTA Study	October Annual Restaurant Issue ogram: Gate Fold	November Thanksgiving Partner Program: Sp	VISTA Study						
Median Age: 52 Median HHI: \$134,698					FP4CBL	FP4CBL						



Month Week	July	August 1 28 4 11 18 25	September 1 8 15 2	October 2 29 6 13 20	November 27 3 10 17 24	December 1 0 15 00	January	February 26 2 9 16	March 23 2 9 16 23	April 30 6 13 2	May 0 27 4 11 18 25	June
MADDEN PREPRINT	30 7 14 2	20 4 11 10 23	1 0 10 2	2 29 6 13 20 October 12th	27 3 10 17 24	1 0 15 22	29 5 12 19 Jan 11th	26 2 9 16	23 2 9 10 23	30 0 13 2	0 2/ 4 11 16 25	1 0 10 22
Circ: 825,000				Fall			Spring					
Fall Avg. HHI: \$80,129												
Fall Age: 31% A35-54												
Spring Avg. HHI: \$83,363												
Spring Age: 36% A35-64					İ	VacationFun.co Email Blast 12/1	m, 120 Days	I.	İ			
				AAA Bonus Circulation		Ellidii bidSt 12/1	AAA Bonus Circulation					
				Fall eZine			Spring eZine					
				RSL/Brochure			RSL/Brochure					
ĺ												
MADDEN PREPRINT- OPRAH Circ: 2,405,177								February Romantic Escapes	March Sensational Spring Vacations			
610,000 Western Circ								FP4C, West & East Circ.	FP4C, West & East Circ.			
Issuance: 12x								TEAM				
Median Age: 44.2												
Median HHI: \$68,294												
									Vac	ationFun.com, 120 Days	I	l
								Spring eZine, 3/17	Spring eZine, 4/1			
MARTHA STEWART					November			February				
Circ: 2,005,980 Issuance: 12x					FP4CBL			SWEEPSTAKES FP4CBL, Bonus 1/3 Vert				
Median Age: 46.7					FF4CDL			FP4CBL, BUILDS 1/3 VEIL				
Median HHI: \$70,044												
Online Radio (Sirius)												
()												
BODY + SOUL Circ: 462,693					November Healthy Cooking		Janua TRD SV	ry/February /EEPSTAKES				
Issuance: 10x					FP4CBL		FP4CBL	Bonus 1/3 Vert				
Median Age: 43.9												
Median Age: 43.9 Median HHI: \$87,610												
MEN'S FITNESS						Dono	mber/January	February				
Circ:						Bas	ketball Issue	Winter Sports				
Issuance: 12x						FP4CBL	+ 1/3 Advertorial	FP4CBL + 1/3 Advertorial				
Median Age: 35.7 Median HHI: \$68,486							Spring Training Sweeps	stakes				
Meulali Fifi. \$00,400								I				
Online							Sweepstake					
Median HHI: \$87,610												
MIDWEST LIVING								an/Feb		ch/April		
Circ: 950,000								TBD		TBD 'A Study		
Issuance: 6x									FF	A Siluly ACBL		
Median Age: 47.3												
Median HHI: \$64,475							F	P4CBL				
										1		
MORE Circ: 1,200,000					November TBD			February TBD				
					FP4CBL			FP4CBL				
Issuance: 10x												
Median Age: 49 Median HHI: \$91,394					VICTA Chiah.							
meuiafi HHI: \$91,394					VISTA Sludy							
NATIONAL GEO ADVENTURE					November	Dece	mber/January		March			
Circ: 600,000					Adventure Travel Issue	Best of Advent	ure: Gear, Destinations		Best of the Southwest			
					FP4CBL	FP4CBL, Pe	erf'd Adventure Cards		FP4CBL			
Issuance: 10x Median Age: 43.1												
Median Age: 43.1 Median HHI: \$69,720								1				
						Copy 5	Split of Creative	1				
					NGA Reader Panel	Boni	us 1/6P4C Ad	1				
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Circ: 715,000												
					CMG							
ssuance: 8x												
Median Age: 43.1 Median HHI: \$67,799												
nedian HHI: \$67,799												
NATIVE PEOPLES Circ: 50,000					November/Decem Sundance Festiv					ch/April TBD		
SIC. 50,000					FP4CBL	dl			FI	P4CBL		
ssuance: 6x					TEAM					EAM		
Median Age: 25-54												
Median HHI: \$111,000												
								<u> </u>				
IATURAL HISTORY				October				1		April	May	
Circ: 250,000				Great Outdoors				1		Distinctive Destination	Scenic Byways	
issuance: 10x				FP4CBL TEAM				1		FP4CBL	FP4CBL TEAM	
Median Age: 54.9				TL/W				1		1	ILM	
Median HHI: \$96,000								1		1		
								1		1		
SCOTTSDALE AMEX PUBLISHING POWER												
SUY							J:	an/Feb	Ma	ch/April	May/June	
								partures	De	partures	Departures	i
							Scotts	dale Section	Scottso	ale Section	Scottsdale Sec	tion
							T+L Golf	Food & Wine	Food & Wine			
							One side of	Scottsdale Section	Scottsdale Section			
							of single page					
							insert					
							Corporate AMEX - One affinity	club program - reaches 250,000 re	aders			
							D- FH&R Mailer, Non-FH&R N	failer & AOT Specific Direct Mail in) to 30,000 Gold & Green Card Me	anh an			
							T+L - I/O RSL	in) to 30,000 dota a dreen card we	inuers			
							T+L G - 1/3 page shared with :	SCVB; online presence to run for 2	months			
							F&W - Corks & Forks - AOT w	ill provide signs or they will be printe	ed by Food & Wine			
							1 promotional listing in This Mo	onth's Dish, This Month's Dish onlin	e, The Dish email newsletter, and foo	dandwine.com for 3 months		
								1		1		
SHAPE						1	Igenop	February				
Circ: 1,650,000							January FP4CBL + Advertorial	FP4CBL + Advertorial		Ì		
								1		1		
ssuance: 12x							1	[Ì		
Aedian Age: 35.4								i .		1		
Median HHI: \$79,182 Online							Dicture Mone	aging Sweepstake		1		
ишие							Picture Mess	aging sweepstake		1		
								1		1		
								1		1		
MITHSONIAN Circ: 1,000,000 (Gold)				October Great Escapes Travel				1		April Great Escapes Travel		
				FP4CBL, Gold Edition				1		FP4CBL, Gold Edition		
,				1:1 Ad+Advertorial				1		1:1 Ad+Advertorial		
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Online (see online section for cost)				25% SOV	on Southwest Landing Page			25% SOV on Southwest Landing	Page			
								25% SOV on Southwest Landing		Spinurpore ablaurabilitar		
				Sojourners eNewsletter	Sojourners eNewsletter			25% SOV on Southwest Landing	Sojourners eNewsletter	Sojourners eNewsletter		
						728)	90, 300x250, 160x600 ROS Oc			Sojourners eNewsletter I/O RSL		
				Sojourners eNewsletter	Sojourners eNewsletter	728)	90, 300x250, 160x600 ROS Oc		Sojourners eNewsletter			
niline (see online section for cost)				Sojourners eNewsletter	Sojourners eNewsletter	728)	90, 300x250, 160x600 ROS Oc		Sojourners eNewsletter			



West 1997	Month	To local	Accessed	Cantambas	Ostahan	Neumber	December	lanuari	Cabarran.	Moreh	Amril	Men	home
	Month	July	August	September	October	November	December	January	February	March	April	May	June
1-12-200	SUNSET	30 / 14 21	20 4 11 16 25	1 0 10 22			1 0 10 22	27 3 12 19	20 2 9 10	2 2 2 9 16 23	30 0 13 ZL	21 4 11 18 25	1 0 10 2
FF-CE	Circ: 1,200,000												
10 FEEL 10 10 10 10 10 10 10 10 10 10 10 10 10													
MARKETERING Market Marke	issuance: 12x												
10 10 10 10 10 10 10 10	Median Age:												
### 1525 100 1	Median HHI: \$86,161												
### 1525 100 1													
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FP-CE	TRAVEL & LEISURE					November				March			
AND THE STATE OF T	Circ: 950,000												
All All					FP4CBL	CMG Insert co-op				Scottsdale AMEX Power Buy			
Committee Comm													
## 15 AME 15 AME													
20,000 pages to MAX Meeters A Scalable MAX (Dos. F1 Closus 500. F1	wedian HHI: \$94,969												
20,000 pages to MAX Meeters A Scalable MAX (Dos. F1 Closus 500. F1					I/O RSI								
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TAL Cont-in-18 April 1994 Application in 1994 Application in 1994 Southeast AMEX By S		1			Reprints to AMEX Offices						1		
November January March January Janua		1			T+L Check-In Site						1		
Somewisher AMEX Ray Somewisher AMEX Ray					Advertorial & 1/3P4C								
Somewisher AMEX Ray Somewisher AMEX Ray													
Somewisher AMEX Ray Somewisher AMEX Ray													
Somewisher AMEX Ray Somewisher AMEX Ray	EDAUEL & LEICHDE COLE					Newmber		lanuani		Marsh			
Scothodale AMEX Bay Scothodal						November		January		Malui	T Comments of the Comments of		
Application Application	510. 540,547					Scottsdale AMEX Buy		Scottsdale AMEX Buy		Scottsdale AMEX Power Buy			
All Banks All State All	Issuance: 6x												
Section Sect	Median Age: 52.8												
Top Tan Western Torons FPCRL TEAM	Median HHI: \$137,018												
Top Tan Western Torons FPCRL TEAM													
Top Tan Western Torons FPCRL TEAM													
Top Tan Western Torons FPCRL TEAM													
Top Tan Western Torons FPCRL TEAM	TOUR WEST							Lanuari	o./Cohmon.				
ARRIVATS MAGAZINE 138000 138000 1480 1280 1880 1880 1880 1880 1880 1880 18	Circ: 50,000							Ton Ton V	Nostorn Towns		Wostorn Travel		
TEAM	Olic. 50,000												
ARRIVAYS COOP 7h	Issuance: 11x												
ARRIVAYS COLOP 76 21st 56 1226 18 Blasts 200 201 160 200 00 100 100 100 100 100 100 100 100	Median Age: 47												
November December January February March April	Median HHI: \$97,700												
November December January February March April													
November December January February March April													
November December January February March April									i				
November December January February March April	US AIRWAYS CO-OP	_		26 21d	Eth. 12th	16h							
November December January February March April	mi3000i										İ		
November December January February March April	Email Blasts	1	26th	2nd 16th	30th	28th 4th					1		
November December January February March April	usairways.com		2001										
November December January February March April	3rd Party Online												
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138600 Alzana Toutem													
138600 Alzana Toutem	HE AIDWAYS MACAZINE	_	 			Mourembor	Docombos	Ianuani	Enhanana	March	Anril		
FP4CBL Banus: FP Edit FP4CBL FP4CBL Bonus: FP Edit FP4CBL FP4CBL Bonus: FP Edit FP4CBL F	US AIRWAYS MAGAZINE Circ: 1386000												
TEAM Bonus: 1/3 Edit Bon	one. ruouduu	1				FP4CBL. Bonus: FP Edit							
dian Age: 50.2	issuance: 12x					TEAM			TEAM				
San HHz: \$140,789	Median Age: 50.2	1									1		
	Median HHI: \$140,989	1									1		
		1									1		



Month Week	30 7 14 21	28 4 11 18 25	September 1 8 15 22	29 6 13 20	November 27 3 10 17 24	1 8 15 22	29 5 12 19	26 2 9 16	23 2 9 16 23	30 6 13 20	May 27 4 11 18 25	a o ar oo
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RIVE PM					NATION	AL ONLINE						
					ONLINE AL	NETWORKS						
RIBAL FUSION												
					VEDTI	AL CITES						
GOUGO.COM					VERTIC	CAL SITES						
MITHSONIAN												
PA FINDER												
RAVELOCITY							MLB SWEEPSTAKES					
IRTUAL TOURIST	l	ļ										
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VEATHER.COM												



Month	July	August	September	October	November	December	January	February	March	April	May June
Week	30 7 14 21	28 4 11 18 25	1 8 15 22	29 6 13 20	27 3 10 17 24	1 8 15 22 2	29 5 12 19	26 2 9 16	23 2 9 16 23	30 6 13 20	27 4 11 18 25 1 8 15 22
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